

ESTTA Tracking number: **ESTTA487470**

Filing date: **08/06/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Almar Sales Company, Inc.
Granted to Date of previous extension	08/04/2012
Address	320 Fifth Avenue 3rd Floor New York, NY 10001 UNITED STATES
Attorney information	Eric A. Prager K&L Gates LLP 599 Lexington Avenue New York, NY 10022-6030 UNITED STATES nytrademarks@klgates.com, eric.prager@klgates.com

Applicant Information

Application No	85339881	Publication date	06/05/2012
Opposition Filing Date	08/06/2012	Opposition Period Ends	08/04/2012
Applicant	TOO FACED COSMETICS, LLC 17361 ARMSTRONG AVE. IRVINE, CA 92614 UNITED STATES		

Goods/Services Affected by Opposition

Class 003. First Use: 2009/06/00 First Use In Commerce: 2009/06/00
All goods and services in the class are opposed, namely: Cosmetics

Grounds for Opposition

The mark is merely descriptive	Trademark Act section 2(e)(1)
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Attachments	Notice_of_Opposition_to_NATURAL_EYE.pdf (4 pages)(35869 bytes) Exhibit D - 1.pdf (43 pages)(2390353 bytes) Exhibit A - 1.pdf (2 pages)(60541 bytes) Exhibit B - 1.pdf (4 pages)(123459 bytes) Exhibit C - 1.pdf (5 pages)(223542 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address

record by First Class Mail on this date.

Signature	/Eric A. Prager/
Name	Eric A. Prager
Date	08/06/2012

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Serial No. 85/339,881
For the Mark NATURAL EYE
Published in the *Official Gazette* on June 5, 2012

Almar Sales Company, Inc.,)	
)	
Opposer,)	
)	
v.)	Opposition No. _____
)	
Too Faced Cosmetics, LLC,)	
)	
Applicant.)	
)	

United States Patent and Trademark Office
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, Virginia 22313-1451

NOTICE OF OPPOSITION

Opposer, Almar Sales Company, Inc. (“Opposer”), a corporation duly organized and existing under the laws of the State of New York, with its principal place of business at 320 Fifth Avenue, 3rd Floor, New York, NY 10001, believes that it will be damaged by registration of the mark NATURAL EYE, Application Serial No. 85/339,881, by the Applicant Too Faced Cosmetics, LLC (“Applicant”), and hereby opposes registration thereof on the grounds that the mark is merely descriptive under Section 2(e)(1) of the Lanham Act.

In support of its opposition, Opposer alleges:

1. Opposer sells and distributes wholesale cosmetics, cosmetics for children, hair brushes and accessories, fashion accessories, clothing and costume jewelry, and other related products in United States commerce. Opposer has registered a variety of different trademarks for

use in connection with these goods. In particular, Opposer has several trademark registrations for cosmetics, including eyeshadow, eye pencils and eyebrow enhancers.

2. On June 7, 2011, Applicant filed application Serial No. 85/339,881 to register the mark NATURAL EYE for “cosmetics” in International Class 3, as evidenced by publication of the mark in the *Official Gazette* on June 5, 2012 (“Applicant’s Mark”). See Exhibit A.

3. The word “natural” generally means “having a form or appearance found in nature.” See Exhibit B.

4. The word “eye” refers in the present circumstances to the human eye and more generally means “a specialized light-sensitive sensory structure of animals that in nearly all vertebrates . . . is the image-forming organ of sight; especially: the nearly spherical usually paired hollow organ of sight in vertebrates that is filled with a jellylike material, is lined with a photosensitive retina, and is lodged in a bony orbit in the skull; all the visible structures within and surrounding the orbit and including eyelids, eyelashes, and eyebrows.” See Exhibit C.

5. Applicant’s “cosmetics” are in point of fact an eye shadow product, as shown in the specimen Applicant submitted in connection with its application.

6. The phrase “natural eye” is used by numerous third parties in the cosmetics industry to describe a color palette for eye makeup that gives a “natural” impression, as if the wearer has applied little or no makeup; several examples are reflected in the materials attached as Exhibit D.

7. The phrase “natural eye” is merely descriptive in relation to cosmetics, and specifically in relation to eye makeup products.

8. Applicant is aware, and was aware at the time it filed its application, that the phrase “natural eye” is merely descriptive in relation to cosmetics (and specifically in relation to eye shadow products).

9. Upon information and belief, Applicant has not submitted to the United States Patent and Trademark Office any evidence in support of acquired distinctiveness in the phrase “natural eye.”

10. Registration of the mark NATURAL EYE on the Principal Register will interfere with Opposer’s enjoyment of its right to use the phrase “natural eye” to describe Opposer’s cosmetics products, and will result in substantial detriment to Opposer.

11. Registration of the mark NATURAL EYE on the Principal Register will interfere with public’s need for descriptive information concerning the color palette of eye shadow products, resulting in substantial detriment to the public.

12. Applicant has disclaimed exclusive rights in the term “eye,” but this disclaimer is insufficient to remedy the harms described herein.

WHEREFORE, Opposer respectfully requests that the Board sustain this Opposition and refuse registration of Applicant’s Mark pursuant to Lanham Act § 2(e), 15 U.S.C. § 1052(e).

DATED this 6th day of August 2012.

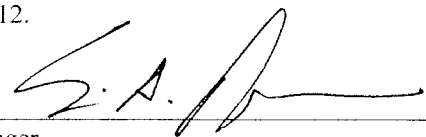
Respectfully submitted,
Almar Sales Company, Inc.

By: 
One of Its Attorneys

Eric A. Prager
K&L Gates LLP
599 Lexington Avenue
New York, NY 10022-6030
212-536-3900

Certificate


I, Eric A. Prager, hereby certify that the foregoing Notice of Opposition is being filed through the Electronic System for Trademark Trials and Appeals (“ESTTA”) on this 6th day of August 2012.


Eric A. Prager

CERTIFICATE OF SERVICE

The undersigned, an attorney, hereby certifies that a copy of the foregoing Notice of Opposition is being deposited with the United States Postal Service with sufficient postage as first-class mail this 6th day of August 2012 in an envelope addressed to Applicant at:

Too Faced Cosmetics, LLC
17361 Armstrong Ave.
Irvine, CA 92614



Alexis Crawford Douglas, Esq.

Exhibit D

makeup, with our vast selection of mineral cosmetics. For instance, paring natural eye makeup, with our selection of lip makeup can do wonders. With BellaPierre.com, you enhance your natural beauty, without breaking the makeup. Order our **natural eye makeup** and see for yourself.

We offer the greatest selection of **natural cosmetics**. Our **mineral cosmetics** are the finest in the *mineral makeup* industry. From the Legally Blonde kit, which can feature mineral cosmetics, for every skin type, to the Derma Beauty skin kit, for sensitive skin, our **natural cosmetics** are the best. All of our mineral make up collections can be compared and contrasted, so you can rest assured you are enjoying the best deals on the finest **mineral cosmetics**.

When you purchase our **mineral cosmetics**, you are receiving the highest quality natural cosmetics. We manufacture and produce all of our **mineral cosmetics**. This means we can constantly shift our attention, to the latest in *mineral make up* trends. We produce the best **mineral cosmetics**, which coincides with the hottest beauty trends. We provide our customers with a professional **mineral cosmetic** appearance. Professional, because our **mineral cosmetics** give you a subtle look, which enhances the natural beauty of your face. If you're looking to take your look to the next level, we are happy to help.

When you purchase our **mineral cosmetics**, take advantage of our **mineral cosmetic** brushes and accessories. When our **mineral cosmetic** brushes and accessories are paired, with our outstanding **mineral cosmetics**, our customers get optimum results. We have a section of our website dedicated to tips and other *mineral make up* advice. We want our **mineral cosmetic** customers to look and feel great. Our tips and great **mineral cosmetic** products make this possible.

Everyone talks about going natural, but few really have a range of mineral cosmetics they can boast of. Bellapierre, with its quality and variety gives you enough reason to flaunt great looking skin, and also the minerals cosmetics you use. A pleasure to carry and use, Bellapierre is the miracle you have been hoping for.

We have a phenomenal selection of **natural eye makeup**. From powders to eyebrow liners, our **natural eye makeup** enhances the beauty of your eyes. Just like with the rest of our outstanding *mineral makeup* products, you have the availability to compare **natural eye makeup** products by adding them to the compare list feature on the left. This way you know, you are receiving the absolute best value on **natural eye makeup**, for your needs.

All of our *all natural makeup* products are of the highest quality. We produce and manufacture all of our **natural eye makeup**. This means we can stay on the cutting edge of **natural eye makeup** styles and trends. We can quickly produce the best **natural eye makeup** in the business. We work hard to ensure, our **natural eye makeup** is loved by our customers.

When you purchase our **natural eye makeup**, visit our brushes and accessories page. Our brushes and accessories are the perfect compliments, to our **natural eye makeup**. When you pair any of our *mineral cosmetics*, with our brushes and accessories, you get optimum results. Combine our **natural eye makeup**, with the rest of our face makeup, for a beautiful natural look.

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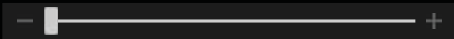
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All over Eyes and Face kit

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*Mineral Foundation

-- Please Select --

*Mineral Blush

-- Please Select --

*Shimmer Powder - 1

-- Please Select --

*Shimmer Powder - 2

-- Please Select --

* Required Fields

\$169.99

Qty:

Ships within 3 to 5 business days from order date.

Mineral Foundation Shade Matcher



Product Description | Ingredients | Application | Shipping | Product Tags

BellaPierre All over Eyes and Face kit contains everything you need for a complete mineral makeup

makeover. The all over eyes and face kit goes beyond **natural eye makeup**. Eyes may be the windows to the soul, but when you want to look your best, you need a complete makeup kit. Apart from **natural eye makeup**, this kit includes blush and shimmer powder, so your face sparkles. It's impossible to be just another face in the crowd, when our **natural eye makeup** and other products are applied..

Kit includes:

1 x 5 in 1 Bellapierre Mineral Foundation (SPF-15)

This can be used as:

- Concealer
- Foundation
- SPF-15 Sun protection
- Finishing Powder
- Setting Powder (Veil)

The All Over Face and Eyes kit can be yours for just \$169.99. This amazing offer includes the best **natural eye makeup** and so much more. There is no more convenient way to get the best natural skincare products than with BellaPierre.com. Once ordered, our All Over Face and Eyes kit can be yours within 24 hours. When you shop with BellaPierre.com, the best **natural eye makeup** and other natural cosmetics are just hours away.

We offer the greatest selection of **natural cosmetics**. Our **mineral cosmetics** are the finest in the *mineral makeup* industry. From the Legally Blonde kit, which can feature mineral cosmetics, for every skin type, to the Derma Beauty skin kit, for sensitive skin, our **natural cosmetics** are the best. All of our mineral make up collections can be compared and contrasted, so you can rest assured you are enjoying the best deals on the finest **mineral cosmetics**.

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Everyone talks about going natural, but few really have a range of mineral cosmetics they can boast of. Bellapierre, with its quality and variety gives you enough reason to flaunt great looking skin, and also the minerals cosmetics you use. A pleasure to carry and use, Bellapierre is the miracle you have been hoping for.

We have a phenomenal selection of **natural eye makeup**. From powders to eyebrow liners, our **natural eye makeup** enhances the beauty of your eyes. Just like with the rest of our outstanding *mineral makeup* products, you have the availability to compare **natural eye makeup** products by adding them to the compare list feature on the left. This way you know, you are receiving the absolute best value on **natural eye makeup**, for your needs.

All of our *all natural makeup* products are of the highest quality. We produce and manufacture all of our **natural eye makeup**. This means we can stay on the cutting edge of **natural eye makeup** styles and trends. We can quickly produce the best **natural eye makeup** in the business. We work hard to ensure, our **natural eye makeup** is loved by our customers.

When you purchase our **natural eye makeup**, visit our brushes and accessories page. Our brushes and accessories are the perfect compliments, to our **natural eye makeup**. When you pair any of our *mineral cosmetics*, with our brushes and accessories, you get optimum results. Combine our **natural eye makeup**, with the rest of our face makeup, for a beautiful natural look.

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Brush Travel set

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Compact Cinnamon

\$64.99

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On The Go Lip Gloss Trio

\$24.99

Add to Wishlist

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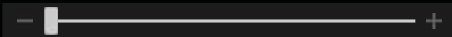
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On The Go Eye Liner Trio

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Qty:

Add to Wishlist Add to Compare

Ships within 3 to 5 business days from order date.

Product Description Ingredients Application Shipping We Also Recommend Product Tags

Bellapierre "On The Go Eyeliner Trio" includes three beautiful and intense liquid eyeliners, contained in one handy, revolutionary component which fits perfectly in any handbag! Providing a colour for any occasion, from day to night, all three liquid eyeliners have a professional brush applicator for one of a kind precision application. Created with natural waxes and infused with white and green tea extracts, these eye liners provide complete eye definition with rich "Stay Put" colour that lasts throughout the day.

- Midnight Blue - blue black
- Bronze – bronzy brown pearl
- Plum – red toned plum

12ml.

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EYES > 1



[enlarge]

NATURAL EYE PENCILS

A luscious palette of creamy colors to define the eyes.

- colors for all skin tones
- safe for contact lens wearers



Cocoa



Deep
Brown



Jet



Midnight
Sky



Fig



Sage



Taupe

Item No. 046A	.16 oz	Cocoa	\$6.95
Item No. 046B	.16 oz	Deep Brown	\$6.95
Item No. 046C	.16 oz	Jet	\$6.95
Item No. 046D	.16 oz	Midnight Sky	\$6.95
Item No. 046E	.16 oz	Fig	\$6.95
Item No. 046F	.16 oz	Sage	\$6.95
Item No. 046G	.16 oz	Taupe	\$6.95

ADD to CART



[enlarge]

MASCARA

Smoke or Chocolate



For long, natural lashes. Removes easily with Pure Radiance Eye Makeup Remover.

- safe for contact lens wearers

Item No. 043A	.25 oz	Smoke	\$16.00
Item No. 043B	.25 oz	Chocolate	\$16.00

ADD to CART



[enlarge]

NATURAL EYE MAKEUP REMOVER
A natural and refreshing way to remove eye makeup.

- **safe for contact lense wearers**
- **leaves eyes feeling refreshed**

CONTAINS: Grapeseed oil (vitis vinifera), coconut oil (cocos nucifera), shea butter (butyrospermun parkii), cocoa butter (theobroma cacao), vitamin E oil (tocopherol).

Item No. 047B

1.0 oz Plastic

\$8.95

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SEPHORA COLLECTION

Pro Lesson Palette: Natural Eye

QTY

\$28.00
(\$65 value)

ITEM # 1365683 SIZE 5 x 5"

add to basket

add to shopping list

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DESCRIPTION	DETAILS	INGREDIENTS	SHIPPING INFO
<p>What it is:</p> <p>A makeup palette and illustrated lesson to help you create two looks: a natural nude eye and a smoky nude eye.</p> <p>What it does:</p> <p>Pro Lesson Palettes are the easiest way to learn new makeup effects. You'll get illustrated instructions for two looks: one for day and another for night. Easy to follow without flipping between pages or looking for cards, the instructions are printed directly on the palette. Once you learn new a new technique, the six included eye shadows create endless options.</p> <p>This set contains:</p> <ul style="list-style-type: none">- 6 x 0.058 eye shadows in Universal Beige n°8, Golden Beige, Light Taupe, Medium Brown, Dark Cocoa, and Dark Brown- 0.62 oz eye pencil in Chocolate- 2 x illustrated makeup tutorials			
<div>MORE INFO</div>			

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RATINGS & REVIEWS

PRODUCT Q & A

Average Rating

(4.8 out of 5)

☐ **Good Value** (12)

☐ **Blends Easily** (10)

☐ **Highly Pigmented** (6)

☐ **Portable** (6)

☐ **Crease Resistant** (4)

☐ **Easy To Use** (1)

☐ **Great Value** (1)

☐ **Rich** (1)

☐ **Some Creasing After 10-Hour Day** (1)

☐ **Vibrant** (1)

Check the boxes above to filter reviews

Filters

Skin Tone

Eye Color

Age

sort by

Choose a sort order

les2609

beautyinsider

location:
Durham NC

age:
25-34

Good!

-08.01.12

I definitely like this. The colors are perfect, I got the neutral one. It also comes with an eyeliner pencil! The only thing that I didn't like is that there was not applicator but, not a big deal. Very easy to use!

Was this review helpful?

Yes

No

SHARE WITH FRIENDS

011570

beautyinsider

location:
San Mateo, CA

skin tone:
medium

eye color:
brown

age:
over 54

Good Buy

-07.25.12

Quick Take: good value

This is palette is definitely a good buy. I have a hard time finding a palette with Natural colors that can ALL be used and this palette provides that.

Was this review helpful?

Yes

No

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divasteph99

beautyinsider

Great

-07.23.12

http://www.sephora.com/pro-lesson-palette-natural-eye-P303301[8/1/2012 6:22:47 PM]







location:
NoHo, CA


age:
25-34

Love it, wonderful for everyday color

Was this review helpful? [Yes](#) [No](#)

SHARE WITH FRIENDS    

ctny







location:
Briarwood, NY

age:
35-44


******* easy to learn** -07.18.12

this set is easy to pick the skill on the lids. very clear and easy to understand. However, the color is not very great my skin tone but I got the idea how to do it.

Was this review helpful? [Yes](#) [No](#)

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dclites



location:
Merced, Ca

skin tone:
medium

eye color:
green





age:
18-24

******* Smoky Made Easy** -07.14.12


Quick Take: portable, good value, vibrant, rich, easy to use

I really like these palettes. I purchased this one, the "Green Eyes" palette, and the "Smoky Eye" palette. I can't wait to try the others. The colors are rich and vibrant and with my Urban Decay Primer, they stay put !

Was this review helpful? [Yes](#) [No](#)

SHARE WITH FRIENDS    

art12



location:
New York

skin tone:
light

eye color:
hazel





age:
18-24

******* BUY NOW!!!** -06.28.12

Quick Take: good value

This is the second pro lesson palette I have purchased from Sephora and I could not recommend it more. The colros are beautiful (they look especially good with a summer tan). I bought it intending to use the left side more often, but ended up loving the right just as much! I usually have pale skin but have a slight tan and freckles from the summer sun and this eyeshadow is perfect. It is worth every penny! The quality is just as good as any name brands I've ever bought at Sephora and it costs way less! I don't think I'll ever go back to buying single shadows again! The only reason I didn't give it a 5 is that the eyeliner is runny and smudges easily, so I just use a different one.

Was this review helpful? [Yes \(2\)](#) [No](#)

SHARE WITH FRIENDS    

PrettyElle

skin tone:
light

eye color:
hazel



age:
35-44

********* -06.27.12


Quick Take: good value

rich pigment, stays put, easy to apply evenly

Was this review helpful? [Yes](#) [No](#)

SHARE WITH FRIENDS    

andie81881



location:
NJ

********* -06.24.12

Quick Take: portable, good value

I love these eyeshadows. They are long wearing even w/o a primer on my eye lids. The colors are beautiful, and make my eyes pop!

skin tone:
medium

Was this review helpful? [Yes](#) [No](#)

SHARE WITH FRIENDS    

eye color:
hazel

age:
25-34

AdriRuu
beautyinsider

******* Great Quality Great Value** -06.21.12

Quick Take: portable, good value

location:
Los Angeles, CA

I got this palette for green eyes although I have bown eyes. It still compliments my eyes. The eye shadows are pigmented, good quality and you can use them to create many eye looks.

skin tone:
olive

Was this review helpful? [Yes](#) [No](#)

SHARE WITH FRIENDS    

eye color:
brown

age:
18-24

jtol
beautyinsider

******* Amazing!!** -06.20.12

location:
Mississauga, ON

I love this product and use it daily the colours for the natural day are so pretty and the dark brown eyeliner really opens up my eyes. A must have!

age:
18-24

Was this review helpful? [Yes](#) [No](#)

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Stila Cosmetics 'In the Light' Natural Eye Shadow Palette

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1

'In the Light' Natural Eye Shadow Palette

\$39.00

1

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2

Total Price \$39.00 Total quantity: 1

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PRODUCT INFORMATION

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A beautiful, natural palette with 10 shades of Stila's award-winning eye shadow formula including Kitten, Stila's best selling and iconic shade

Shades include:
Bare – matte ivory shade
Kitten – kitten
Bliss – matte beige pink
Sunset – shimmery canyon pink
Sandstone – matte light coco
Champagne – shimmery pale gold
Gilded Gold – golden brown with shimmer
Luster – dark aubergine with gold shimmer
Night Sky – blue with shimmer
Ebony - black

1 - Current Item: Stila Cosmetics 'In the Light' Natural Eye Shadow Palette - \$39.00

2 - Stila Cosmetics E! Live from the Red Carpet Ready Eye Shadow Palette- Afterhours, \$14.00

3 - Stila Cosmetics Perfect & Correct Foundation-Deep, \$44.00

3 of 3 Items Selected

Total Price \$97.00

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http://www.beautybar.com/p/stila-cosmetics-in-the-light-natural-eye-shadow-palette-129351[8/1/2012 6:36:40 PM]

- Palette also includes an exclusive Smudge Stick shade in Damsel, a matte chocolate brown
- Will be packaged in an iridescent, champagne-colored paper with an inspiring quote by Stila's Sarah Lucero
- Includes an 8-page lookbook with how-to tips & tricks

PRODUCT NOTES

Popularity: #70 in Eyes,#12 in Makeup Sets,#33 in Makeup
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Product Reviews & Resources

We've collected resources from around the web to help you make your purchasing decisions.

Review Snapshot

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Views From Around The Web

a★★★★★5.0

(6 reviews)

Most Helpful Amazon.com Review

★★★★★

Great color palette Love love this color palette. You can create a lot of different smoky or sexy eye looks! Very flattering for most complexions.
By Bella, 01/20/12

Beautybar.com reviews

Amazon.com Reviews (6)

powered by BEAUTY BAR.COM + EXPLORE

6 REVIEWS

5 star: (6)

4 star: (0)

3 star: (0)

2 star: (0)

1 star: (0)

Avg. Amazon.com Rating: ★★★★★5.0 (based on 6 reviews)

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By Bella

★★★★★ Great color palette

01/20/12

(1 of 1 people found this Amazon.com review helpful)

Comments about Stila Cosmetics 'In the Light' Natural Eye Shadow Palette:
Love love this color palette. You can create a lot of different smoky or sexy eye looks! Very flattering for most complexions.

By mtimm

★★★★★ Great investment!

03/29/12

(1 of 1 people found this Amazon.com review helpful)

Comments about Stila Cosmetics 'In the Light' Natural Eye Shadow Palette:

At less than 40 bucks, you really can't go wrong! I bought this palette for my wedding in December and haven't used anything else even once since then. The colors are a mix of 4 matte (the first, third, fifth and last colors pictured)and 6 shimmery. They are pretty much universally flattering and look amazing on my fair complexion. Easy to blend, and lasts all day if you use a good primer. The eyeliner is full-sized and really flattering, and stays all day. If you're looking for a really defined line though I recommend Stila smudgepot gel liner. Long story short though, you can do a lot with this palette, from neautral daytime looks to more dramatic smokey eye looks, and the quality is top notch. This is a great value for your money, and it may replace all the other eyeshadows you have!

By robin ogata

★★★★★ great colors for the holidays

11/26/11

(1 of 1 people found this Amazon.com review helpful)

Comments about Stila Cosmetics 'In the Light' Natural Eye Shadow Palette:

stila makes great palettes but this is one where i can use all of the colors. i am medium-fair complected and can't use many colors that come in holiday palettes (greens, blues, purples, pinks). these colors are very natural but they stand out and work well together. it has a good range of colors for a very natural look, that smokey look or a more dramatic evening look as well.

i've put it on in the morning, had a full day, gone to the gym and it stays. the pencil the comes with it is nice too - you can take this on a trip and a brush or two, mascara - and you're set!

By Britchick

★★★★★ A Make-up Essential

09/20/11

(1 of 1 people found this Amazon.com review helpful)

Comments about Stila Cosmetics 'In the Light' Natural Eye Shadow Palette:

This palette is amazing. I'm a long-time Stila user and fan anyway and I got my make-up done at Sephora and the technician used this entire palette and the results were amazing. The colours are ones that you would use every day. Unlike some manufacturers who use these releases to get rid of the less popular colours, I have used every single one of the shadows in this set. I'm ordering this as my second one so I have it on hand and never run out! You really can't go wrong with this and I felt very good value for money at \$39.

By FetchMeMyFaintingCouch

★★★★★ Good value for beautiful shadows

10/18/11

(1 of 1 people found this Amazon.com review helpful)

Comments about Stila Cosmetics 'In the Light' Natural Eye Shadow Palette:

This is the palette that I find myself reaching for each day (and believe me I own a lot of makeup!). It contains lovely neutrals for daytime as well as some beautiful shimmery shades if you're looking for a little pop. It's also easy to transition from day to night simply by adding one or more of the darker shades or wetting your brush and dipping into one of the shimmery shades. When I use an eye primer these shade last the entire day on my oily lids and they blend easily. The eye liner in "damsel" is a super dark brown that works well with my pale skin, blue eyes and dark blonde hair. It also lasts all day. This is a purchase I can easily recommend, it's beautiful and a huge value.

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Tarte

Femme Naturale Natural Eye Palette

Item #: 2220250

Tarte's Femme Naturale Natural Eye Palette naturally inspired, reusable eyeshadow palette that contains must-haves shades for every eye color. A \$182 value! [See More Details](#)

\$44.00

Quantity: 1

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4.3

(50 reviews)

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Details

Specifications

Ingredients

Description

Show the world your softer side with Tarte's subdued palette packed with essentials. A reusable purple case is accented with a fabric flower applique and filled with 10 universal eyeshadows, a double-ended brush with greatness eyeshadow brush, and a double-ended eyeliner. The magnetic base allows you to refill and reuse, which helps to eliminate environmental waste.

Skinvigorating ingredients:

- Tourmaline: energizes and revitalizes the skin.
- Aquamarine: encourages cell renewal and hydration.
- Vitamin C: fights free-radical damage and prevents oxidative stress and premature signs of aging while brightening skin.
- Vitamin E: acts as an anti-inflammatory emollient and protects against free-radical damage.
- Mineral pigments: lend deep color pigments
- Paraben free
- Phthalate free
- Sodium lauryl sulfate free
- Petrolatum free

CUSTOMER REVIEWS

Tarte Femme Naturale Natural Eye Palette

REVIEW SNAPSHOT® by PowerReviews

4.3

(based on 50 reviews)

85% of respondents would recommend this to a friend.

Easy to apply (38)

Good colors (38)

Long lasting (33)

Smooth look (32)

Easy removal (23)

PROS

Fades (10)

Difficult to apply (4)

CONS

BEST USES

Everyday (42)

Going out (26)

Travel (22)

Sensitive eyes (21)

REVIEWER PROFILE:

Natural style (21), Classic style (19), Trendy style (8)

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\$50.00

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SKIN TONE:

Fair (7), Medium (6)

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By Plumcrazy

from Indiana

About Me Natural Style



4.0 great set!

7/13/2012

PROS

Easy To Apply
Good Colors
Good Pigmentation
Long Lasting
Smooth Look

CONS

BEST USES

Going Out
Travel

Comments about Tarte Cosmetics Femme Naturele Natural Eye Palette:

Nice colors and great brush and liner

SKIN TONE: Fair

BOTTOM LINE Yes, I would recommend this to a friend

Was this review helpful? [Yes](#) / [No](#) - You may also [flag this review](#)

By Makeup-junkie

from memphis tn

About Me Classic Style

2.0 chalky

7/10/2012

PROS

Easy To Apply
Good Variety of Colors

CONS Fades

BEST USES

Sensitive Eyes

Comments about Tarte Cosmetics Femme Naturele Natural Eye Palette:

A few of the colors are nice. Most of them look dirty or chalky, and too matte for my taste.

SKIN TONE: Medium

BOTTOM LINE No, I would not recommend this to a friend

Was this review helpful? [Yes](#) / [No](#) - You may also [flag this review](#)

By April The Great

from Marinette, WI



3.0 Meh, not the worse, not the best...

7/5/2012

PROS

Blends Well
Good Colors
Good Variety of Colors

CONS Fades
Over priced

BEST USES

Everyday

Comments about Tarte Cosmetics Femme Naturele Natural Eye Palette:

The brush and eye liner that come with it are nice, but the shadow itself is just so-so. Average product, but a premium price. I probably won't be buying this brand again unless the price comes down.

Was this review helpful? [Yes](#) / [No](#) - You may also [flag this review](#)

SKIN TONE: Fair

By **deerchimom**
from **Sacramento, ca**

About Me **Natural Style**

 5.0
absolutely love it!!!!

5/18/2012

PROS	CONS	BEST USES
Blends Well Easy To Apply Good Pigmentation Good Variety of Colors Long Lasting Smooth Look		Everyday Going Out Sensitive Eyes

Comments about Tarte Cosmetics Femme Naturale Natural Eye Palette:


I have tried several eyeshadow kits. this one was by far my favorite. The primer is wonderful in this kit. the shadows were very pigmented for me, very blendable for me, and no creasing. I put it on in the morning and it stays on for the entire day. 14 hours and my eyes still look great. Shadow has never stuck to my lids before. Comes off just fine with my Philosophy wash. The brick color is my favorite in this kit. Not sure what the name is but it is very pretty.

 **SKIN TONE:** Deep

BOTTOM LINE Yes, I would recommend this to a friend

Was this review helpful? [Yes](#) / [No](#) - You may also [flag this review](#)

By **eyes have it**
from **CT**

About Me **Classic Style** 

 5.0
Spectacular Eyes

4/8/2012

PROS	CONS	BEST USES
Blends Well Good Pigmentation Long Lasting Sophisticated look Suble colors		Everyday Going Out


Comments about Tarte Cosmetics Femme Naturale Natural Eye Palette:

Love the eye prep but makes my eyes tear.

 **SKIN TONE:** Medium

Was this review helpful? [Yes](#) / [No](#) - You may also [flag this review](#)

By **Kirsten**
from **Sheboygan, WI**

About Me **Classic Style** 

 5.0
Perfect for everyday
(2 of 2 customers found this review helpful)

2/21/2012

PROS	CONS	BEST USES
Good Colors Good Variety of Colors Long Lasting		Everyday Going Out

Comments about Tarte Cosmetics Femme Naturale Natural Eye Palette:

I love this palette! I was shopping for conservative yet high quality eye color. I got it, and a whole lot more! The kit includes a brush,eyeliner duo, as well as instructions on how to create a more dramatic look. This will be my everyday, go-to color palette!

 **SKIN TONE:** Fair

BOTTOM LINE Yes, I would recommend this to a friend

Was this review helpful? [Yes](#) / [No](#) - You may also [flag this review](#)

By **RicePaddy**
from **Maryland**


About Me **Natural Style**  VERIFIED BUYER

(0 of 1 customers found this review helpful)  5.0 **Love it, love it, love it**

2/18/2012

- PROS**
- Blends Well
Easy To Apply
Good Colors
Good Variety of Colors
Long Lasting
- CONS**
-
- BEST USES**
- Everyday

Comments about Tarte Cosmetics Femme Naturale Natural Eye Palette:

I used it everyday for work. Great shades. Long lasting.  **SKIN TONE:** Fair

BOTTOM LINE Yes, I would recommend this to a friend

Was this review helpful? [Yes](#) / [No](#) - You may also [flag this review](#)

By **gypsy**
from **Colorado**

About Me **Classic Style**  VERIFIED BUYER

(1 of 1 customers found this review helpful)  2.0 **Not as expected**

2/12/2012

- PROS**
- Good Variety of Colors
- CONS**
- Difficult To Apply
Fades
- BEST USES**
- Everyday

Comments about Tarte Cosmetics Femme Naturale Natural Eye Palette:

These shadows don't really that the long-lasting effect I thought they would have. I even use the shadow primer. They don't apply well but do blend well. I have tried a different primer with them and still don't have much luck.


 **SKIN TONE:** Medium

BOTTOM LINE No, I would not recommend this to a friend

Was this review helpful? [Yes](#) / [No](#) - You may also [flag this review](#)

By **Cheryl**
from **Dublin, CA**

About Me **Classic Style**  VERIFIED BUYER

(0 of 1 customers found this review helpful)  5.0 **Very blendable**

2/5/2012

- PROS**
- Easy To Apply
Good Colors
Good Pigmentation
Smooth Look
- CONS**
-
- BEST USES**
- Everyday

Comments about Tarte Cosmetics Femme Naturale Natural Eye Palette:

I really like this product line. The eye shadow goes on very smoothly, blends well. Love the brush that came with the kit. Pencil is a little to waxy for my taste, but I like the color.


 **SKIN TONE:** Fair


BOTTOM LINE Yes, I would recommend this to a friend

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By **Doobella**

from **San Mateo, CA**

About Me **Classic Style** 



3.0

Nice

(1 of 1 customers found this review helpful)

PROS

Easy Removal
Easy To Apply


CONS

BEST USES

Everyday
Going Out

Comments about Tarte Cosmetics Femme Naturale Natural Eye Palette:

I like that these eye shadows are more natural than a lot of what is out there, which is what sold me on this palette. The colors are a bit deceiving. I thought I was getting a more earth-toned palette, but there is a lot of pink and purple in there, and you can't tell until you have it on your eye. The nice thing is that I can buy individual colors and put them in to replace ones I don't use or run out of, and basically create a custom palette for myself. That's a nice feature. Overall, the colors go on smooth. The eye liners are a bit dry going on. I may try heating them a bit first (I'm an '80's girl).



SKIN Fair TONE:

BOTTOM LINE

Yes, I would recommend this to a friend

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high-performance naturals

NeutralEYES Volume II
Natural Eye Palette

QTY \$44.00

ITEM # 1328889

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DESCRIPTION	DETAILS	INGREDIENTS	SHIPPING INFO
<p>What it is:</p> <p>A sleek, refillable eye palette that includes 10 gorgeous, full-size neutral eye shadows, a double-ended brush, a full-size eyeliner, plus a deluxe-size eye shadow primer sample.</p> <p>What it does:</p> <p>Tarte proves that bare doesn't need to be boring with their latest collector's palette, wrapped in striking faux leather, gold zippers, and animal print. Inside the sleek compact are 10 limited-edition, better-than-your-average bare eye shadows, a full-size emphasEYES™ aqua-gel eyeliner in brown, and a full-size, double-ended eye shadow brush.</p>			
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Average Rating

(4.4 out of 5)

☐ **Good Value** (122)

☐ **Portable** (99)

☐ Great Colors (4)

☐ Creamy (2)

☐ Long Lasting (2)

☐ Long Lasting Formula (2)

☐ Pigmented (2)

☐ Pretty Colors (2)

☐ Wearable (2)

☐ Adaptable (1)

☐ Amazing Color Payoff (1)

☐ Amazing Colors (1)

☐ Amazing Quality (1)

☐ Attractive Case (1)

☐ Blendable (1)

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PRODUCT Q & A

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AmandaSK

***** **Perfect!** -07.31.12

location:
Virginia

skin tone:
fair

eye color:
blue

age:
25-34

I've got a super laid back beauty regiment (if you can even call it that) -- I try to get up and go, but I recently decided to put a little more effort into...everything! I wanted something very casual for work that accentuated my light blue eyes. I LOVE this palette and the primer makes such a difference.

This is such a great "start up" eye kit. I have light eyes, light hair, and light skin -- the dark liner I rarely use because it's still a little dark for me. The top left color, matte ivory beige is (imo) lighter than pictured, but it turned into my go-to base. Grab this while you can!!

Was this review helpful? [Yes](#) [No](#)

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Chele727

***** **Tarte Eye Palette** -07.29.12

skin tone:
olive

eye color:
brown

age:
35-44

Quick Take: portable, good value, fabulous

I love this makeup. I have been having trouble with allergic reactions and this makeup is the bomb. I would recommend it to anyone with allergies to makeup.

Was this review helpful? [Yes](#) [No](#)

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pocheche
beautyinsider

***** **Very Natural and Easy** -07.23.12

Quick Take: portable, good value

location:
Philadelphia, PA

skin tone:
fair

eye color:
green

age:
18-24

I was lucky enough to receive this as a gift, which may have colored my review of it. I'm not sure how much I would have liked it if I had paid for it, but as a present I can't complain.

The packaging is beautiful! It's fairly portable with a huge mirror, and it actually has a great closure, which keeps it all in place, so nothing leaked in my makeup bag. Also, the colors of the outside are so trendy with awesome zipper details. It looks very expensive and the snakeskin and fake leather trim is very luxe looking.

The primer sample is high quality but a little tiny. I love the product and have the full-size, but this one barely gives you enough.

The eyeliner is ultra creamy with a rich color payoff. Even though it's a very flattering color that I like, it is almost too soft. The tip breaks off very easily so it is a bit difficult to use. It lasts for hours without smearing though, so it's a very satisfying eyeliner. The name aqua-gel is very appropriate for the texture. It's super smooth.

The brush is a toss-up. For brush enthusiasts it's not very good, but for those who aren't too picky it's great. I liked it and thought the large size was very good for applying washes of color and the blunt-end was great for smoking out the color.

As for the actual colors, they were very smooth with great blendability. The colors were especially good wetted, although some of the shimmery ones have fall-out. For a more casual grungy look, that's fine, but I didn't love that when I was trying to do sharper looks.

Matte Ivory Beige- a good highlight, but it applies very very lightly. I have fair skin and I have to apply a lot in order to get color. Probably the chalkiest of the colors, but it's very versatile and good as a subtle accent.

Matte Pale Peach- Very gentle, with a great color payoff. It's great as a neutral base, especially on fair skin. Smooth and rich texture.

Matte Pale Pink- Also lightly colored, it's a much better lid than accent color.

Matte Taupe- Very matte, it is a good base for dark smoky eyes or accenting the crease with the other shadows.

Matte Dark Brown- Highly flattering, especially on blue or green eyes, it is dark and DOES NOT move! The color isn't too smoky or black and has a lovely warm undertone.


Pale Peach Sheen- My least favorite color, it has the worst fallout problem but is very pretty as a lid color. It really is more of a shimmer than anything else.

Pale Peach Shimmer- Very similar to the Peach Sheen. Good as a lid color. Warm undertones. Very chunky glitter, but less fall-out. If I wasn't in my late teens, I would hate this. It is VERY youthful and might not be flattering on mature women.

Olive Khaki Sheen- Complementary to Hazle eyes and is a little flaky, but good color payoff.

Mute Plum Sheen- BEAUTIFUL! This is my favorite color. It's dark and so rich with smooth color payoff. I like to pair it with the golden brown for a new take on the smoky eye

Golden Brown Sheen- A beautiful color with a bit of a fallout problem,

Was this review helpful? [Yes](#) (1) [No](#) [SHARE WITH FRIENDS](#)    

portobello
beautyinsider

*** -07.14.12

location:
Chicago, IL

age:
25-34

I ended up returning this because there are similar neutral palettes available from other brands that have much higher quality shadows in terms of color payoff and staying power. The amount of product given in this palette is quite generous though, I have to say. If you wore these with a primer they would probably be fine but I am a makeup minimalist so I try to limit the number of products I have to use. I didn't like the packaging. I would rather have a less bulky, sleek compact than a bulkier, decorated one.

Was this review helpful? [Yes](#) [No](#) (1) [SHARE WITH FRIENDS](#)    

AlyBee

beautyinsider

location:
Los Angeles

skin tone:
medium

eye color:
hazel

age:
18-24

***** Love it -07.14.12

Quick Take: good value, great colors

I have medium skin and hazel eyes and I love these colors on me. I like neutral colors because they emphasize my eyes without it being too harsh. I also love the fact that the product is cruelty free.

Was this review helpful? Yes (1) No SHARE WITH FRIENDS

karadesai

beautyinsider

location:
San Francisco, CA

age:
25-34

***** Great color palette, but really 'powdery' -07.11.12

Quick Take: long-lasting natural

I love the neutral colors of this palette, especially since it has shadows that are more matte and great for work, daytime, etc. The brush that comes with it is great, too. My only complaint is the shadow seems to be really powdery, almost as if it were a combo between a loose powder (like Bare Minerals) and pressed. When you swipe the brush onto the eyeshadow a lot comes off and when I tap the brush to get rid of the excess powder, even more comes off. To avoid this I dampen my brush a bit if I want more pronounced color.

That being said, the colors look nice and blend well and the eyeshadow primer is nice...it's very moisturizing, compared to Urban Decay's. I LOVE that this eyeshadow doesn't contain any of the chemical stuff that most brands do (parabens, phthalates, GMOs, tricolsan, etc.) so I'll take a little loose powder over the chemicals any day.

Was this review helpful? Yes No SHARE WITH FRIENDS

TiffanyRenee82

beautyinsider

location:
Cincinnati, OH

skin tone:
fair

eye color:
green

age:
18-24

***** Long-Lasting -07.10.12

Quick Take: good value, long-lasting

This is a great bargain. Each eye shadow square has a lot of eye shadow, so this set will last a really really long time. I love the neutral colors and plums and pinks blended together. The eye shadows last a long time too. These are all great shadows for daily use, but none of them are very good for making your eyes stand out at parties or evening affairs.

Was this review helpful? Yes No SHARE WITH FRIENDS

bridgetsoup

beautyinsider

location:
Orange County, NY

skin tone:
fair

eye color:
blue

age:
25-34

***** Beautifully smooth -06.13.12

Quick Take: portable, good value, dual brush, eyeliner, great packaging

I really love this palette. I have the Naked II palette and I like it but its much more night and glittery. This palette is much more natural with a touch of night. It's easily transferable to night and it all goes on so smoothly! The brush that comes with it is really nice and double ended... one for layering and one for the crease. The eye liner is amazing! It goes on super smooth as long as you USE A LIGHT HAND. Trust me from experience, it goes on thick if you treat it like normal eyeliner.haha This stuff is cooling and nice. It's brown, I usually use black, but it still emphasizes like it says. Will be buying more....

All in all the colors are super smooth, blendable and natural with a touch of glam. Highly recommend.

Was this review helpful? Yes No SHARE WITH FRIENDS

2thegym
beautyinsider

location:
Hurt, Va

age:
over 54

***** **Elegant, edgy clutch, with awesome shawdows**
-06.12.12

Quick Take: super multi use
Brought this for my very busy, professional, fashion daughter. Maby I should keep it!

Was this review helpful? [Yes](#) [No](#) [SHARE WITH FRIENDS](#)    

ekayagirl
beautyinsider

location:
Pasadena, CA

skin tone:
olive

eye color:
hazel

age:
35-44

*** Not on my skin tone -06.10.12

I loved the double-ended brush and the eyeliner, but the lighter colors do not show up on my skin (olive with a tan). Will have to return.

Was this review helpful? [Yes](#) [No](#) [SHARE WITH FRIENDS](#)    

1 | 2 | 3 | 4 | 5 | ... 17 | ...next | 



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mermaid minerals

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Mineral Make Up and Skin Care



Lashurious • Glitter Eye Shadow • Glitz Fix • iRave Eye Shadow • Eye Shadow Beauties • Eye Shadow • Mineral Powder • Cream to Powder
Mascara • Eye Make Up Remover • Eye Liner Liquid • Eye Liner Pencil Waterproof • Eye Liner Pencil • Eye Brow Pencil
Eye Make Up Base • Brush Sets • Individual Brushes • Ariel Mermaid Skin Cleansing System®

Mermaid Minerals Eye Make Up

ON SALE!

Look for On Sale!
tags on this page.



Create your own shade of lip gloss. Our powders are multipurpose. Dab a little loose eye shadow of any color; like Prism to your lips, apply a coat of Glamour Girl Mint Gloss and voila, you have just created your own shade of lip gloss! You can also apply our lipstick (matt or shimmer) and add gloss. Try HUSH over CRUSH!

All of our mineral powders are multi-purpose. Use an eye shadow as an eye-liner. Add a hint of shimmer or bronzer to foundation to make a golden face powder

or body glow. Take a few sprinkles of face powder and add to moisturizer to make a light tinted foundation. No boundaries, the possibilities are endless, and the results are individual!

Pictured Above: Feather Mineral Powder, Latte Cream to Powder, Sahara Multi-Purpose Powder, Lucky Penny Mineral Powder, Sunkissed Mineral Foundation, Bronze Lip Liner.

LASHURIOUS

Eye Lash Growth Enhancer

Ingredients

WITH PEPTIDES,
RESVERATROL AND
HYALURONIC ACID

Alternative to Expensive
Prescription Only Products

Got lash envy? Now you can get the lashes you want with without paying too much! Our eyelash & eyebrow growing serum is formulated with high-powered anti-oxidant fruit blends, anti-aging peptides and hyaluronic acid. Proven to lengthen and boost thin or damaged lashes. Improves and conditions your natural eyelashes for a fuller and more youthful lash line.

Daily use will give you a consistent thick lash line.



EYELASH GROWTH CYCLE

There are three stages of hair growth: anagen (active/growth phase), catagen (transition/regression phase) and telogen (resting phase). Hair on the eyelashes and eyebrows has a very short active anagen phase of about 30-45 days. This explains why eyelashes are shorter than scalp hair. Approximately 60-80% of the eyelashes are in the anagen phase. The entire duration of cycle for the eyelashes is 3-4 months, whereas the cycle for scalp



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Mermaids Talk

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& Reviews from our
fans!



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For Email Marketing you can trust

Sign up for our
newsletter to receive
product updates and
specials.

We value your
business and will never
sell or distribute your
contact information

hair is about 3-6 years.

Lashurious will aid in lash growth and strengthen the lashes on eyes & brows.

\$65.00 ea.



NEW!

Can't decide, or no time to shop?
Purchase a gift certificate [HERE](#)

Clinical studies confirm that lash length increased by 25% after 3 weeks! Thick long lashes are just a sweep of the wand away! Forget false lashes! These lashes are yours! Benefit by our unique blend of these botanicals & peptides: Saberry , coffee, licorice, grapefruit, mangostana, goji berry, pomegranate, acai & cocoa

[\(back to top\)](#)

GLITTER EYES
Glitter Eye Shadow

Ingredients

ATLANTIS



BIG APPLE



RIO DE JANEIRO



SHOW GIRL



Glitter eye shadow is a way to get your eyes instant attention. Not just for night time glitter eye shadow can be applied as a subtle accent to frame your eyes or can be applied over the entire lid for a more dramatic effect. Don't stop there! Apply our glitter to your [LIPS](#) as well for added sparkle.

0.14 oz. / 4g

\$16.00 ea.

DIAMOND



MERMAID



ST. TROPEZ



Your Choices:

Atlantis



[\(back to top\)](#)

GLITZ FIX

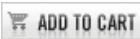
Clear Gel

Ingredients



A must have when you purchase our Eye Glitters! This clear gel makes glitter application a breeze! Just swipe the sponge wand over the eye to apply a thin layer of gel. Apply glitter with eye shadow brush or sponge applicator. Allow to dry. Voila! Pretty glitter eyes! Washes off easily with our [Natural Mystic Eye Make Up Remover!](#)

\$9 ea.



[\(back to top\)](#)

iRAVE EYE SHADOW

Mineral Shimmer

Ingredients



Smurf

Fudge Brownie

Baby Blues

Vanity Fairest

Razz Berry

Taupe to Me

Pinking Up
The Pieces

Aqua Velvet

My Little
Chickadee

Royalty

Over Exposed

Polar Bare



iRave is the ultimate new shimmer. These loose mineral pigments sparkle and shine in their all-in-one bottle applicator. Try our 12 outrageous shades...they're all the Rave!!

1 gram - \$16.00 ea.



Select Your Color:

Aqua Velvet



[\(back to top\)](#)

MINERAL BAKED BEAUTIES

Eye Shadow

[Ingredients](#)

5 ml. - \$18.00 ea.

Make Your Selection:

Blue Fusion

 ADD TO CART



[\(back to top\)](#)

EYE SHADOW MINERAL POWDER

Loose Powder

[Ingredients](#)

Vibrant Violet



If you want the WOW factor
this is it!

ON SALE!

5 ml. - ~~\$12.00~~

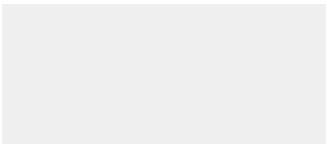
For a limited time only!

5 ml. - \$4.00 ea.

Make Your Selection:

14K

 ADD TO CART



[\(back to top\)](#)

MULTI-PURPOSE MINERAL POWDER

Loose Powder

[Ingredients](#)

Seashell

Multi-Purpose



Pale Pink with a hint of a golden hue...like the last hint of a pale pink sunset.... or those sand washed seashells on the shore.... can be used as an eye shadow, blush, highlighter or added to your lip gloss for some pretty pink pucker.

10 ml

\$22.00 ea.



Garnet

Multi-Purpose



Just like the gemstone but with a warm golden shimmer added. Warm up your cheeks & give them a rosy glow. Add to lip gloss for accented color, or use as an eye powder.

10 ml

\$22.00 ea.



[\(back to top\)](#)

CREAM TO POWDER

Mineral Powder

[Ingredients](#)

Blonde



Click Image to Enlarge

Bronze



Click Image to Enlarge

Black



Click Image to Enlarge

A soft, creamy Vitamin E infused all-over product that can be used on eyes, lips and cheeks & brow. Great for an eye lid base, fill in brows or use as a base to even out lip color. The colors are long-wearing, with a sheer, matte finish, and are packaged in an elegant, portable pot for on-the-go touch-ups.

ON SALE! ~~\$16.00 ea.~~

Now only \$8.00 ea.!

Select Your Shade:

Blonde

ADD TO CART

[\(back to top\)](#)

EYE BASICS
Make Up Supplements

Mineral Mascara

Black & Brown
[Ingredients](#)



Volumize your eyes!
Finally, a mascara that
does what you want it
to. Apply 1 layer for
everyday. Add additional
layers until you get the
lash look you want.
Does not smear, stays on
all day. Water resistant.

\$12.00 ea.

Your Choice:

Black

ADD TO CART

Mineral Mascara

Waterproof Black
[Ingredients](#)



All the fabulous benefits
as our standard Super
Lash but waterproof.
Just what all Mermaids
need to keep those
lashes perfect even in
the stormiest sea!

\$12.00 ea.

ADD TO CART

Natural Mystic

Eye Make Up Remover
[Ingredients](#)



4 oz.

The skin around the eyes
is delicate and one of the
first places to show wear
& tear. Slow down the
aging process by using
this gentle no tug eye
make remover.
Absolutely the best eye
make up remover for
contact lens wearers or
those with sensitive eyes.
Does the trick without
any greasy residue or
film on eyes. Since we
have been selling this we
have had ZERO
complaints and ZERO
returns. Oil Free. Sulfate
Free. Fragrance Free. All
great for taking off dark
lipstick! Now available
in 4 oz size.

4 oz. - \$12.00 ea.

ADD TO CART

[\(back to top\)](#)

I-LINE

Liquid Eye Liner

Ingredients

Clear



Black



Brown



Dark Brown



A clear thick liquid that turns ANY mineral powder into an eye-liner. Tap a small amount of your powder into the lid. Use the fine eye-liner brush in the I-Line bottle to pick up the powder. Brush across eye lid as you would any eye liner. Voila! Eye liner in the shade you want, when you want it without making an extra purchase. Stays put. Won't smear or smudge!

Not Shown: Gold

\$9.00 ea.

Select Your Color:

Clear

ADD TO CART

Did you know? I-Line Clear can also be used to WATERPROOF any eye liner, eye shadow or eye brown pencil. Just lightly stroke over make up. Great for performers of all types including underwater. Mermaids everywhere love I-Line!

(back to top)

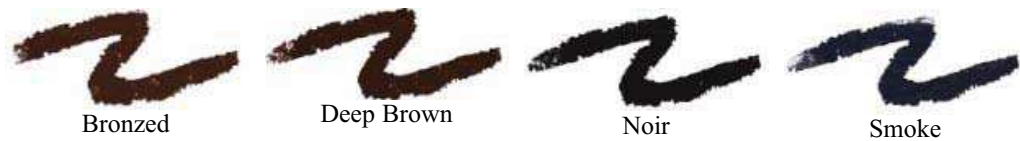
MINERAL EYE LINER PENCIL

Waterproof - Retractable

Ingredients



Mineral waterproof retractable eye liner pencils in four exciting shades. Draw precise and defined lines in a rich, creamy texture. Enriched with Vitamin E, these pencils provide comfort and beauty.



Bronzed

Deep Brown

Noir

Smoke

\$16.00 ea

Select Your Color:

Bronzed

 ADD TO CART

[\(back to top\)](#)

EYE LINER

Hard Fill Pencil

[Ingredients](#)

BLACK OPAL



[Click to Enlarge](#)

CIDER



[Click to Enlarge](#)

JADED



[Click to Enlarge](#)

OCEAN LINER



[Click to Enlarge](#)

\$8.00 ea

Select Your Color:

Black Opal

 ADD TO CART

[\(back to top\)](#)

EYE BROW PENCIL

Soft Fill Combo

[Ingredients](#)

Soft creamy pencil to fill in, shade, groom and shape your eyebrows. Pencil on one end, round brush on the other. Frame your beautiful eyes with well groomed eyebrows. A creamy blend of jojoba & vegetable oil blended with mineral pigments which provide a natural SPF-15. Long lasting & Waterproof

\$9.00 ea.

(hover over large image to pause
slideshow)





[\(back to top\)](#)

EYE MAKE UP BASE
w/ Jojoba Oil

[Ingredients](#)

Make both cream and powder eye shadows stay on hours longer than they normally would. Plus smooths out lines and creates an even color base to build on. Creamy formula hydrates and moisturizes. The jojoba seed oil base creates a smooth easy application. We added Kaolin clay to aid in keeping your shadow in place and to prevent creases.



[Click to Enlarge](#)

\$12.00 ea.

Choose your shade:

Beige

[ADD TO CART](#)



[Click to Enlarge](#)

[\(back to top\)](#)

BRUSHES
Sets

7 Piece Travel

w/Case



All make up brushes are made from synthetic TAKLON bristles with bamboo

7 Piece Purse

Convenient Size



This is our newest 7 piece brush kit.

wood handles. NO ANIMAL HAIR!

\$22.00 ea.



Contains: Shadow, blush, powder, angled shadow, brow brushes. Super soft brushes tucked inside a micro fiber bag. A perfect collection for home or on the go. Nice purse size.

\$24.00 ea.



[\(back to top\)](#)

BRUSHES
Individual

Whisper Powder
Full Size



The perfect brush to apply any Mermaid Minerals mineral powder. Soft & synthetic, this cruelty free brush will be your guide to flawless application. Pretty pink handle too!.

\$12.00 ea.



Whisper Powder
Purse Size



This brush is good to keep in your purse for touch ups to your make up.

\$8.00 ea.



Whisper Fan
Delicate



The Whisper Fan Brush is the PERFECT cruelty free brush for applying blush. The super thin extended fibers only pick up delicate small amounts of the powder so you get the perfect glow without streaking. Once you try it you will wonder how yo survived without it!

\$10.00 ea.



Retractable
Face Powder



This retractable face brush is good to keep in your purse for touch ups to your make up. Snug cover keeps bristles clean.

\$12.00 ea.



[\(back to top\)](#)

ARIEL MERMAID SKIN CLEANSING SYSTEM®

**GET YOUNGER, SMOOTHER
SKIN FOR JUST \$16!**



The NEW Ariel Mermaid Skin Cleansing System® is here!

A smaller lighter version of our previous skin cleansing system. Nothing has been minimized on the results, but the price will have you smiling!



Yes! We worked for months to bring you this amazing price! This little wonder brush vibrates dirt to the surface and gets up to 6 times more dirt off your skin than a wash cloth or any other topical scrub pad. Those pads only clean the surface leaving dirt deep in your pores, which cause pores to stretch thus creating sagging skin as well.

Mermaid Minerals wants you to have the best skin possible and we are committed to helping you in many ways. You will get the best results from using our nourishing & toxic free products with the Ariel Mermaid Skin Cleansing System®.

\$16.00 ea.



DEBUT SPECIAL



Receive a **FREE** Mermaid-Blu ECO-BAG (right) a **FREE** 1 oz. Pearl Jojoba Cream Cleanser (left), with your order of the Ariel Mermaid Skin Cleansing System®!

WOW!

Order now! This offer is limited to the first 500 website orders!

The Ariel Mermaid Skin Cleansing System® brush will keep your skin smoother and younger looking from head to toe. 7 Different attachments to take care of exfoliating, massaging, applying lotion & smoothing rough edges.



Compare to other similar products priced at \$149 - \$199, then get the same result for one tenth the price! Great for any occasion gift! Help your teen keep bad skin at bay!

We know you've seen more expensive motorized skin care brush systems. Mermaid Minerals brings you a professional, quality cleansing system that will deliver the results you want!

Younger, Smoother, Brighter skin at a fantastic price! We searched and searched and found this little gem. It handles well, travels well and it you won't want to be without it ever.

Removing dead, damaged skin is the key to paving the way to good skin. The Ariel Mermaid Skin Cleansing System® can be used from head to toe! Makes scrubbing your back or someone else's easier. Prevent back acne by using daily. We included 7 attachments to cover all of you!

Only \$16.00 each!



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shop now

home > beauty > skin care > moisturizers > neck & décollete creams



Blum Naturals Eye & Neck Cream for All Skin Types 1.8 oz

★★★★★ (1)

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0

our price: \$10.49

in stock

select quantity:

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product details

ingredients

reviews

directions

Cleanse. Balance. Restore.®

- Made with natural & certified organic ingredients
- No synthetic preservatives or fragrances
- Paraben free
- No SLS
- Hypo-allergenic
- PH balanced
- Not tested on animals

Blum Naturals® Eye and Neck Cream is enriched with natural and organic botanicals that moisturize and rejuvenate the skin. This product contains a high concentration of active ingredients, proving a perfect solution for all stages of skin care.

Almond Oil, also known as Prunus Amygdalus Dulcis, is derived from actual nut. It is known to smooth, soften and protect skin.

Shea Butter, also known as Butyrospermum Parkii, is derived from the karite fruit on the African mangifolia tree. It is known to heal, soothe, and protect the skin.

Made in Isreal

Warnings


For external use only. If product gets into eyes and stinging occurs, rinse thoroughly with water.

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Palmer's - Line Smoothing Eye Cream



★★★★★ (13)

~~\$8.77~~ **\$7.02**
 save 20% (\$1.75)

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Boots Expert - Sensitive Hydrating Eye Cream



★★★★★ (42)

\$7.29
[add to bag](#)

Physicians Formula - Luxury Eye Cream for Normal to Dry Skin



★★★★★ (72)

~~\$6.79~~ **\$5.43**
 save 20% (\$1.36)

[add to bag](#)
Happy Me Skincare - Anti-Aging Neck & Chest
Treatment, SPF 30

★★★★★ (14)

~~\$13.99~~ **\$12.59**
 save 10% (\$1.40)

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 in savings. [save now »](#)

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Cosmetics - Ultra-C
Eye Lift, Eye
Treatment, .5 fl oz**

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**DDF - Erase Eye
Gel, .5 oz**

\$49.00[add to bag](#)

ON SALE
**Physicians Formula
- Luxury Eye Cream
for Normal to Dry
Skin, .5 oz**

~~\$6.79~~ **\$5.43**[add to bag](#)

**L'Oreal The One
Sweep - Eye
Shadow, Natural for
All Eyes, .09 oz**

\$9.49[Pick Color](#)

ON SALE
**Lavera Natural
Cosmetics - Eye
Liner, Black #1, .4 oz**

~~\$14.00~~ **\$11.06**[Pick Color](#)**email exclusives**

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Exhibit A

CLASS 3—(Continued).

SN 85-339,869. LABORATOIRES D'ARPHIN S.A.S., PARIS, FRANCE, FILED 6-7-2011.

LINE POLISH COMPLEX

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COMPLEX", APART FROM THE MARK AS SHOWN. FOR NON-MEDICATED SKIN CARE PREPARATIONS (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

RUSS HERMAN, EXAMINING ATTORNEY

SN 85-339,881. TOO FACED COSMETICS, LLC, IRVINE, CA. FILED 6-7-2011.

NATURAL EYE

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 4,117,855.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "EYE", APART FROM THE MARK AS SHOWN. FOR COSMETICS (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 6-0-2009; IN COMMERCE 6-0-2009.

TOBY BULLOFF, EXAMINING ATTORNEY

SN 85-340,556. R. EXPO (USA) LTD., INC., AUBURN, WA. FILED 6-7-2011.

SWAGAT

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,398,148.

THE ENGLISH TRANSLATION OF THE WORD "SWAGAT" IN THE MARK IS WELCOME.

FOR INCENSE (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 12-1-1988; IN COMMERCE 12-1-1988.

TAMARA FRAZIER, EXAMINING ATTORNEY

CLASS 3—(Continued).

SN 85-340,792. ROGER & GALLET, ASNIERES SUR SEINE, FRANCE, FILED 6-8-2011.

L'EAU IMAGINAIRE

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON FRANCE APPLICATION NO. 113833037, FILED 5-20-2011, REG. NO. 11/3833037, DATED 9-30-2011, EXPIRES 5-20-2021.

THE ENGLISH TRANSLATION OF "L'EAU IMAGINAIRE" IN THE MARK IS THE IMAGINARY WATER.

FOR PERFUME, EAU DE TOILETTE; GELS, SALTS FOR THE BATH AND THE SHOWER NOT FOR MEDICAL PURPOSE; TOILET SOAPS, BODY DEODORANTS; COSMETICS, NAMELY, CREAMS, MILKS, LOTIONS, GELS AND POWDERS FOR THE FACE, THE BODY AND THE HANDS; NON-MEDICATED SUN CARE PREPARATIONS; MAKEUP PREPARATIONS; SHAMPOOS; GELS, SPRAYS, MOUSSES AND NON-MEDICATED BALMS FOR HAIR STYLING AND HAIR CARE; HAIR LACQUERS; HAIR COLORING AND HAIR DECOLORANT PREPARATIONS; PERMANENT WAVING AND CURLING PREPARATIONS; ESSENTIAL OILS FOR PERSONAL USE (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

MATTHEW EINSTEIN, EXAMINING ATTORNEY

SN 85-341,013. BUMBLE AND BUMBLE, LLC, NEW YORK, NY. FILED 6-8-2011.

**DEDICATED TO THE CRAFT OF
HAIRDRESSING**

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR HAIR CARE PREPARATIONS (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 10-31-2009; IN COMMERCE 10-31-2009.

MARLENE BELL, EXAMINING ATTORNEY

Exhibit B

"We have a lot of customer growth and FireHost can scale right along with us."

Get **SECURE** Managed Cloud Hosting

Patrick Sullivan Jr. President, Jussaw Health

firehost

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natural



69 ENTRIES FOUND:

Popularity



- 1) **natural** (adjective)
- 2) **natural** (noun)
- natural allegiance** (noun)

ˈnat-ū-rəl  *adj* \ˈnā-chə-rəl, ˈnach-rəl\

Definition of NATURAL

- 1 : based on an inherent sense of right and wrong <*natural* justice>
- 2 **a** : being in accordance with or determined by [nature](#)
b : having or constituting a classification based on features existing in nature
- 3 **a** (1) : begotten as distinguished from adopted; *also* : [LEGITIMATE](#) (2) : being a relation by actual consanguinity as distinguished from adoption <*natural* parents>
b : [ILLEGITIMATE](#) <a *natural* child>
- 4 : having an essential relation with someone or something : following from the nature of the one in question <his guilt is a *natural* deduction from the evidence>
- 5 : implanted or being as if implanted by nature : seemingly inborn <a *natural* talent for art>
- 6 : of or relating to nature as an object of study and research
- 7 : having a specified character by nature <a *natural* athlete>
- 8 **a** : occurring in conformity with the ordinary course of nature : not marvelous or supernatural <*natural* causes>
b : formulated by human reason alone rather than revelation <*natural* religion> <*natural* rights>
c : having a normal or usual character <events followed their *natural* course>
- 9 : possessing or exhibiting the higher qualities (as kindness and affection) of human nature <a noble ... brother ... ever most kind and *natural* — Shakespeare>
- 10 **a** : growing without human care; *also* : not cultivated <*natural* prairie unbroken by the plow>
b : existing in or produced by nature : not artificial <*natural* turf> <*natural* curiosities>
c : relating to or being natural food

11a : being in a state of nature without spiritual enlightenment :
[UNREGENERATE](#) <*natural* man>

b : living in or as if in a state of nature untouched by the influences of civilization and society

12a : having a physical or real existence as contrasted with one that is spiritual, intellectual, or fictitious <a corporation is a legal but not a *natural* person>

b : of, relating to, or operating in the physical as opposed to the spiritual world <*natural* laws describe phenomena of the physical universe>

13a : closely resembling an original : true to nature

b : marked by easy simplicity and freedom from artificiality, affectation, or constraint

c : having a form or appearance found in nature


14a : having neither flats nor sharps <the *natural* scale of C major>

b : being neither sharp nor flat

c : having the pitch modified by the natural sign

15 : of an off-white or beige color

— **nat·u·ral·ness**  *noun*

 See [natural](#) defined for English-language learners »
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Examples of NATURAL

furniture made of *natural* materials

The river forms a *natural* boundary between the two countries.

natural foods like whole grain bread and fresh vegetables

Gray hair is one of the *natural* consequences of getting older.

a *natural* increase in the population

the *natural* course of the disease

It's perfectly *natural* to feel nervous before a test.

Origin of NATURAL

Middle English, from Anglo-French *naturel*, from Latin *naturalis* of nature, from *natura* nature
 First Known Use: 14th century

Related to NATURAL

Synonyms: [born](#), [congenital](#)

Antonyms: [nonnatural](#)

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Synonym Discussion of NATURAL

[NATURAL](#), [INGENUOUS](#), [NAIVE](#), [UNSOPHISTICATED](#), [ARTLESS](#) mean free from pretension or calculation. [NATURAL](#) implies lacking artificiality and self-consciousness and having a spontaneousness suggesting the natural rather than the man-made world <her unaffected, *natural* manner>. [INGENUOUS](#) implies inability to disguise or conceal one's feelings or intentions <the *ingenuous* enthusiasm of children>. [NAIVE](#) suggests lack of worldly wisdom often

experience and training necessary for social ease and adroitness <*unsophisticated* adolescents> . [ARTLESS](#) suggests a naturalness resulting from unawareness of the effect one is producing on others <*artless* charm>.

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Patrick Sullivan Jr.
President, Jigsaw Health

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eye



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eye  **noun** \ˈaɪ\

Definition of EYE

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- 1 a :** a specialized light-sensitive sensory structure of animals that in nearly all vertebrates, most arthropods, and some mollusks is the image-forming organ of sight; *especially* : the nearly spherical usually paired hollow organ of sight in vertebrates that is filled with a jellylike material, is lined with a photosensitive retina, and is lodged in a bony orbit in the skull

b : all the visible structures within and surrounding the orbit and including eyelids, eyelashes, and eyebrows

c (1) : the faculty of seeing with eyes (2) : the faculty of intellectual or aesthetic perception or appreciation <an eye for beauty> (3) : skill or ability dependent upon eyesight <a batter with a good eye>

d : [LOOK](#), [GLANCE](#) <cast an eager eye>

e (1) : an attentive look <kept an eye on his valuables> (2) : [ATTENTION](#), [NOTICE](#) <caught his eye> (3) : close observation : [SCRUTINY](#) <works under the eye of her boss> <in the public eye>

f : [POINT OF VIEW](#), [JUDGMENT](#) <beauty is in the eye of the beholder> —often used in plural <an offender in the eyes of the law>
- 2 :** something having an appearance suggestive of an eye: as

a : the hole through the head of a needle

b : a usually circular marking (as on a peacock's tail)

c : [LOOP](#); *especially* : a loop or catch to receive a hook

d : an undeveloped bud (as on a potato)

e : an area like a hole in the center of a tropical cyclone marked by only light winds or complete calm with no precipitation

f : the center of a flower especially when differently colored or marked; *specifically* : the disk of a composite

g (1) : a triangular piece of beef cut from between the top and bottom of a round (2) : the chief muscle of a chop (3) : a compact mass of muscular tissue usually embedded in fat in a rib or loin cut of meat

h : a device (as a photoelectric cell) that functions in a manner analogous to human vision

3 : something central : **CENTER** <the eye of the problem — Norman Mailer>

4 : the direction from which the wind is blowing

— **eye-less**  *adjective*

— **eye-like**  *adjective*

— **an eye for an eye**
: retribution in kind

— **my eye**

—used to express mild disagreement or sometimes surprise
<a diamond, *my eye!* That's glass>

— **with an eye to** also **with an eye toward**

1 : with awareness or contemplation of <*with an eye to* the future>

2 : with the object of <built the house *with an eye to* adding on later>

 See **eye** defined for English-language learners »

See **eye** defined for kids »

Examples of EYE

Her eyes slowly became accustomed to the dark.

He wears a patch over one eye.

I have something in my eye.

Only a trained eye can tell the difference between the original painting and a good copy.

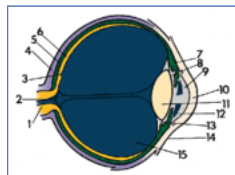
For decorating, they rely on her discerning eye.

He has an artist's eye for color.

He reviewed the proposal with a jaundiced eye.

The biographer *cast a cold eye* on the artist's life.

Illustration of EYE



Origin of EYE

Middle English, from Old English *ēage*; akin to Old High German *ouga* eye, Latin *oculus*, Greek *ōps* eye, face, Sanskrit *akṣi* eye

First Known Use: before 12th century

Synonyms: band, circle, ¹ring, hoop, loop, round

[+] more

Other Anatomy Terms

bilateral symmetry, carotid, cartilage, dorsal, entrails, prehensile, renal, solar plexus, supine, thoracic, ventral

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